

Claims:

1. A low application temperature thermoplastic hot melt adhesive having a viscosity at 275°F of less than about 8,000 centipose, a yield stress of less than about 80 psi and a creep performance for a bond made through strand coating of less than about 15%.
2. The adhesive of claim 1 which has a creep performance for a bond made through spiral coating of less than about 25%.
3. The adhesive of claim 1 comprising an amount of an additive effective to lower viscosity, increase toughness, and increase tensile strength.
4. The adhesive of claim 3 which has a creep performance for a bond made through spiral coating of less than about 25%.
5. The adhesive of claim 2 which comprises from about 0.5 to about 55 wt % of a thermoplastic elastomer, from about 30 to about 90 wt % of a tackifying resin, from 0 to about 40 wt % of a diluent and from 0 to about 25 wt % of a wax.
6. The adhesive of claim 4 which comprises from about 0.5 to about 55 wt % of a thermoplastic elastomer, from about 30 to about 90 wt % of a tackifying resin, from 0 to about 40 wt % of a diluent, from 0 to about 25 wt % of a wax and up to about 40 wt % of said additive.
7. The adhesive of claim 6 wherein said additive is an ionomer resin.
8. The adhesive of claim 7 comprising from about 0.1 to about 40 wt % of said ionomer resin.
9. The adhesive of claim 8 comprising from about 0.1 to about 15 wt % of said ionomer resin.
10. The adhesive of claim 9 wherein the thermoplastic elastomer is styrene-isoprene-styrene, styrene-butadiene-styrene, styrene-b-ethylene/butylene-b-styrene or a mixture thereof.

11. An article of manufacture comprising the adhesive of claim 1.
12. The article of claim 11 which is a disposable absorbent article.
13. The article of claim 12 which is a disposable elastic article.
14. The article of claim 13 which is a diaper.
15. The article of claim 11 wherein the article of manufacture further comprises an elastomeric fiber selected from the group consisting of natural rubber, synthetic rubber, spandex, and melt-spun elastomers.
16. The article of claim 15 wherein the adhesive comprises from about 0.5 to about 55 wt % of a thermoplastic elastomer, from about 30 to about 90 wt % of a tackifying resin, from 0 to about 40 wt % of a diluent, from 0 to about 25 wt % of a wax and up to about 40 wt % of an additive.
17. The article of claim 16 wherein the adhesive comprises from about 0.1 to about 15 wt % of an ionomer resin.
18. The article of claim 17 wherein the adhesive has a creep performance for a bond made through spiral coating of less than about 25%.
19. The article of claim 18 which is a diaper.